

Rep Order#	7914878	Ver#	1	Status	New
EC'd	Yes				

Traffic Order#

Printed: 10/23/2012 11:49 AM
Last Received: 10/23/2012 10:03 AM
Showing Buylines: All Lines

2 of 4

Station KSL-TV SALT LAKE CITY
Advertiser () CWA-LEGAL ACTION COM
Product CWA-LEGAL ACTION
Estimate# 2118
Buyer ELISE CLOYD
Phone#
Fax#

Agency () MENTZER MEDIA SERVICES
600 FAIRMONT AVE, SUITE 306
TOWSON, MD 21286
Agency C/P1/P2/E //2118
Flight Dates 10/29/2012 - 11/06/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () JAMIE ANDRUS
Salesperson Phone# 202-872-1155
Salesperson FAX#

In	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
---	----	-----	----	----	-----	-----	-----	-----
8	M-F	NEWS Buyline Comment: 1/DAY	6P-630P	:30	10/29-11/02	5	\$1,800.00	5
9	M-F	NEWS Buyline Comment: 1/DAY	630P-7P	:30	10/29-11/02	5	\$900.00	5
10	TU-TH	NEWS Buyline Comment: 1/DAY	10P-1035P	:30	10/30-11/01	3	\$3,800.00	3
11	M-F	TONIGHT SHOW Buyline Comment: 1/DAY	1035P-1135P	:30	10/29-11/02	5	\$800.00	5
12	W	CHICAGO FIRE	9P-10P	:30	10/31-10/31	1	\$2,800.00	1
13	SA	NEWS	6P-630P	:30	11/03-11/03	1	\$450.00	1
14	SA	LAW & O	9P-10P	:30	11/03-11/03	1	\$1,400.00	1
15	SA	SPORTS BEAT	1035P-1105P	:30	11/03-11/03	1	\$600.00	1
16	SU	SUN TODAY	7A-8A	:30	11/04-11/04	2	\$225.00	2
17	SU	SUN EDTN	9A-930A	:30	11/04-11/04	1	\$185.00	1
18	SU	SPORTSBEAT SUN	1035P-1105P	:30	11/04-11/04	1	\$750.00	1
19	M-TU	NEWS Buyline Comment: 1/DAY	6A-7a	:30	11/05-11/06	2	\$650.00	2
20	M-TU	TODAY Buyline Comment: 1/DAY	9A-10A	:30	11/05-11/06	2	\$350.00	2
21	M-TU	RACHAEL Buyline Comment: 1/DAY	10A-11a	:30	11/05-11/05	2	\$350.00	2

Rep Order# 7914878 Ver# 1 Status New
EC'd Yes

Traffic Order#

Printed: 10/23/2012 11:49 AM
Last Received: 10/23/2012 10:03 AM
Showing Buylines: All Lines

3 of 4

Station KSL-TV SALT LAKE CITY
Advertiser () CWA-LEGAL ACTION COM
Product CWA-LEGAL ACTION
Estimate# 2118
Buyer ELISE CLOYD
Phone#
Fax#

Agency () MENTZER MEDIA SERVICES
600 FAIRMONT AVE, SUITE 306
TOWSON, MD 21286
Agency C/P1/P2/E //2118
Flight Dates 10/29/2012 - 11/06/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () JAMIE ANDRUS
Salesperson Phone# 202-872-1155
Salesperson FAX#

Ln	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
22	M-TU	RACHAEL	12P-1P	:30	11/05-11/06	2	\$350.00	2
23	M	TODAY SHOW	1P-2P	:30	11/05-11/05	1	\$350.00	1
24	M	KATIE	4P-5P	:30	11/05-11/05	1	\$350.00	1
25	M	NEWS	5P-530P	:30	11/05-11/05	1	\$1,300.00	1
26	M	NEWS	6P-630P	:30	11/05-11/05	1	\$1,800.00	1
27	M	NEWS	630P-7P	:30	11/05-11/05	1	\$900.00	1
28	M	NEWS	10P-1035P	:30	11/05-11/05	1	\$3,800.00	1
29	M	TONIGHT SHOW	1035P-1135P	:30	11/05-11/05	1	\$800.00	1

---REPORT TOTALS---

Report Totals: 76 / \$66,735.00

---SALES MONTHLY TOTALS---

Nov 12: 76 / \$66,735.00
Sales Totals: 76 / \$66,735.00
Station Totals: 76 / \$66,735.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$222,450	CABL 0%	KJZZ 0%	KSL 30%	KSTU 0%	KTVX 0%
		KUCW 0%	KUTV 0%	NSL 0%	UNKN 70%	